

Community Analysis

B.J. Chain Public Library



FIRST REGIONAL LIBRARY

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I. Agency Profile

A. Agency information sheet

Date:	July 30, 2008
Branch:	B.J. Chain Public Library
Address:	6619 Highway 305 North Olive Branch, MS 38654
Phone:	662-895-5900
Fax:	662-895-9171
Email:	olive@firstregional.org
Staff:	
Total number of Staff:	15
Professional Staff:	3
Library Assistants:	8
Pages:	4
Full-time Equivalent:	11.1
The Building:	
Date opened:	1978
Total square feet:	19,000
Seating capacity:	100
Square feet in meeting rooms:	400
Number of meeting rooms:	2
Other rooms:	2
Parking spaces:	
Regular:	32
Handicapped:	2
Handicapped Accessibility:	
Bathrooms:	Yes
Automatic Doors:	Yes
Ramp:	Yes

B. Web page address

System	www.firstregional.org
Branch	olive@firstregional.org

C. Map of service area (n/a)*insert map***D. Hours of operation**

	<u>Open:</u>	<u>Close:</u>
Sunday	2:00 .	5:00
Monday	10:00	8:00
Tuesday	10:00	8:00
Wednesday	10:00	8:00
Thursday	10:00	8:00
Friday	10:00	6:00
Saturday	10:00	5:00
Total Open Hours Per Week		58

E. Statistical information**1. Circulation by Dewey 10's**

FY 2007

000	Comp Sci, Knowledge & Sys	271
010	Bibliographies	25
020	Library Science	22
030	Encyclopedias	125
050	Magazines	0
060	Associations, Organizations	2
070	News media, Publishing	14
080	Quotations	18
090	Manuscripts & rare books	0
	TOTAL	477
100	Philosophy	0
110	Metaphysics	3
120	Epistemology	6
130	Parapsychology	158
140	Philosophical schools of thought	1
150	Psychology	488
160	Logic	2
170	Ethics	74
180	Ancient, Medieval & Eastern philosophy	4

190	Modern Western Philosophy	10
	TOTAL	746
200	Religion	36
210	Philosophy of religion	15
220	The Bible	295
230	Christianity	277
240	Christian practice and observance	736
250	Christian pastoral & religious orders	21
260	Christian organization	43
270	History of Christianity	50
280	Christian Denominations	42
290	Other religions	262
	TOTAL	1777
300	Social Sciences	595
310	Statistics	1
320	Political Science	168
330	Economics	705
340	Law	279
350	Public Admin & military science	135
360	Social problems & services	802
370	Education	756
380	Commerce, communication & transportation	112
390	Customs, etiquette & folklore	650
	TOTAL	4203
400	Language	2
410	Linguistics	45
420	English & Old English	115
430	German	12
440	French	29
450	Italian, Romanian & related	15
460	Spanish & Portuguese	322
470	Latin & Italic languages	8
480	Classical & modern Greek	1
490	Other languages	35
	TOTAL	584
500	Science	164
510	Mathematics	230
520	Astronomy	379
530	Physics	65
540	Chemistry	33
550	Earth sciences & geology	289
560	Fossils & Prehistoric life	424
570	Life Sciences, Biology	186

580	Botany (plants)	149
590	Zoology (animals)	1667
	TOTAL	3586
600	Technology	25
610	Medicine & health	2082
620	Engineering	627
630	Agriculture	1437
640	Home & Family management	2199
650	Management & Public Relations	649
660	Chemical Engineering	29
670	Manufacturing	2
680	Manufacture for specific uses	109
690	Building & Construction	237
	TOTAL	7396
700	Arts	64
710	Landscape & area planning	74
720	Architecture	229
730	Sculpture, ceramics & metalwork	116
740	Drawing & decorative arts	2287
750	Painting	148
760	Graphic arts	15
770	Photography & computer arts	46
780	Music	2493
790	Sports, games & entertainment	1456
	TOTAL	6928
800	Literature, rhetoric & criticism	140
810	American literature	1005
820	English and Old English literature	274
830	German literature	4
840	French literature	8
850	Italian, Romanian & related literatures	24
860	Spanish & Portuguese literatures	5
870	Latin & Italic literatures	5
880	Classical & modern Greek	18
890	Other Literatures	6
	TOTAL	1489
900	History	52
910	Geography and Travel	613
920	Biography & Genealogy	205
930	History of ancient world	177
940	History of Europe	851
950	History of Asia	285
960	History of Africa	58
970	History of North America	1541

980	History of South America	31
990	History of other areas	35
	Biography	1235
	TOTAL	5083
	TOTAL	32,269

2. Circulation by item type

FY 2007	
AC	5177
BIOGRAPHY	1483
CD	3265
CDROM	10
CDSW	6082
DVD	17559
E-AUDIO	0
E-BOOK	0
EASY	31539
EASY-RDR	9973
EQUIPMENT	320
FICTION	60451
FILM	0
FILMSTRIP	0
GENEALOGY	3
JBIOGRAPHY	1209
JFICTION	7769
JNONFIC	10193
JPAPERBACK	15635
LARGE-TYPE	7168
MAGAZINES	8078
MAP	0
MICROFORM	0
MM-KIT	1
NONFIC	24216
OVERSIZED	0
POSTER	0
PUPPET	411
RECORD	3
REFERENCE	41
STORY_TIME	16
TOY	1
UNKNOWN	2
VF	0
VIDEO	8380
YFICTION	2633
YPAPERBACK	4333
TOTAL	225,951

3. Program statistics

FY 2007	
Programs (in library)	315
Attendance (in library)	7,889
Children's programs	214
Attendance at children's programs	6,536
Programs (outside library)	2
Attendance (outside library)	54

4. SLP statistics

Date Range:	June/July 2007	SLP Registrants
Centers		6
Birth-K	Off-Site	38
Grades 1-6		573
Subtotal		611
Birth-K	In-Library	396
Grades 1-9		563
Sub-total		959
Kid total		1570
15-18		
Adult		
Grand Total		1570

5. User Count statistics

FY 2007	
Adult users {5 days}	2,034
% of Regional total	15.8
Juvenile users {5 days}	845
% of Regional total	11.14
Total Users {5 days}	2,879
% of Regional total	14.08
Saturday & Sunday only	325
Total Weekly Circ.	4,622
% of Regional total	18.54
Total Weekly Ref.Ques.	608
% Regional of total	10.01
YEARLY TOTAL USERS	166,643
YEARLY TOTAL CIRC	240,326
YEARLY TOTAL QUESTIONS	31,599
Average Weekly Users	3,205

II. Community Overview

A. Ride-Around summation

OVERVIEW

The B.J. Chain Public Library in Olive Branch, Mississippi serves a growing community of approximately 32,000 people. The town of Olive Branch was settled by the Milton Blocker and Stephen Flinn in March of 1836. The original 1,280 acres of land was bought from the Chickasaw Indian Chief, Lush-Pun-Tubby, for \$1.25 per acre. It has experienced three name changes: Cowpen, Watson's Crossroads, and Olive Branch.

Since 2001, the Olive Branch has experienced a 48 percent increase in population. It is estimated that the city welcomes

four new residents every day! Money Magazine has ranked Olive Branch the 38th Best Places to live in America. The metropolitan city of Memphis borders the city on the north.

The library is located at 6619 Highway 305 North. It was built at this location in 1978 and has gone through two major expansions (1994 and 2004). Highway 305 is one of the major streets running north and south within the city. The other major street is old Goodman Road (Highway 302) which runs east and west and intersects Highway 305 near the center of town. The new Goodman Road bypass skirts the city to the north. The library is centrally located and easily accessible to most residents who live within the city limits.

HOUSING

Olive Branch has over 200 residential subdivisions within its city limits. Median prices of newer homes are range from \$250,000 -\$270,000. Between the years 1996-2006, the city has averaged issuing 550 single family residential building permits per year. Most of the subdivisions surrounding the library are older ones built mainly in the 1950-1960's. Some homes bordering the Old Town area are probably even older. There are, however, two upscale townhouse/condominiums that have been built within the last couple of years that are located directly behind and down the street from the library. Most of the homes around the library are single family dwellings with young or teenaged children and toys in the front or backyards. The majority of lots are adequately kept with very few "For Sale" signs. There are usually two or three cars parked in each driveway. Since 2000, there have been in upswing in apartment construction mainly due to seminary housing built by the Mid South Bible College. Before that year, there were hardly any apartment complexes within the city limits other then older duplexes.

ECONOMIC ACTIVITY

The historic Olive Branch “Old Towne” is located a mile northeast of the library. The centuries old trail named “Pigeon Roost” runs the length of the area. It consists of a collection of turn-of-the-century stores that include antique businesses, a bakery, two florists, several restaurants, many gift stores, beauty/barber shops, a greenhouse nursery, and an upholstery shop. One gift store and restaurant are located in a converted old cotton gin that was the center of Olive Branch business in the early part of the 20th century. The Olive Branch Chamber of Commerce has recently relocated to one of the old buildings in Old Towne. Anchoring the south end of Pigeon Roost is the beautiful City Hall that was built four years ago. The historic “Wesson House”, a former mayor’s 1900s home, is situated across from City Hall and is used by the community for special events. Old Towne has been a major factor in attracting many tourists and shoppers to the area because of the many unusual antique and gift shops of Old Towne. It is also the site of the annual Open House and Christmas Parade and numerous community festivals and hootenannies.

There are several commercial areas within a mile both north and south of the library. There is a grocery store, two dry cleaners, a small car dealership, an insurance company, several dentists, a Fred’s Dollar Store, six banks, hardware, drug store, and many other small businesses. Also located within the library’s general area are the city’s two funeral homes. Most of these businesses have been established for many years. The newer commercial development has occurred northwest of the library across the Goodman Road bypass and on the main Goodman Road (Highway 302) that travels west to Southaven intersecting with Highway 78. Besides a Wal-Mart and Kroger there are three different hotels located in the vicinity. On the far eastern side of the city located on Hacks Cross Road are the large manufacturers and warehouses. Among the city’s top employers are Williams-Sonoma, Quebecor World, Marietta Corporation and Milwaukee Tool. Directly to the south of the

city is located a new distribution facility of Fed-Ex and the long-established manufacturing company of Landau Uniforms.

SCHOOLS & DAY CARES

Within walking distance east of the library are located four public schools: Olive Branch Elementary, Chickasaw Elementary, and Olive Branch Middle and High Schools. One mile northwest is the Olive Branch Intermediate School. Because of the rapidly growing Olive Branch area there have been six new elementary and middle/high schools built within the last five years. It is definitely a challenge trying to serve several thousand local school children! There are two fairly new day care centers that are located west and south of the library. Because of their close proximity, they regularly visit the library for story times.

RECREATION

Located southwest of the library (and within walking distance) is the 135 acre Olive Branch City Public Park. It consists of fourteen athletic fields, a walking trail, an outdoor amphitheater, two lakes, picnic pavilions, tennis courts and a children's playground. The athletic fields are utilized by the city's popular program for children, teenagers and adults of the community. It is also the site for many community events such as the annual Fourth of July Celebration, the Old Tyme Festival in October, and the annual Arbor Day Celebration in March. Also located within the City Park is the brand new Senior Citizen's Center just built this year in 2008. It is a spacious facility that has several activity rooms for exercise, card game, and art classes, a computer lab, a lounge, and a full service kitchen and dining room. The Olive Branch Family YMCA was built in 2005 adjacent to the park and just a half mile northwest of the library. The Y Day Camp takes advantage of the many SLP programs that are offered by the library during the summer for children of all ages. Last year the library served over 450 campers! Another recreational opportunity in Olive Branch is availability of four

different golf courses, two of which are within a mile and a half of the library.

COUNTY AND STATE GOVERNMENT OFFICES

Directly across the parking lot from the library are located three different government offices. They are the DeSoto County Public Health Department, the Mississippi State Drivers License office, and the DeSoto County Tax Collector's office. Unfortunately, the library has to share the already overcrowded parking lot with all of these other facilities leaving many frustrated patrons trying to find parking places convenient to the library. By the year 2012, Highway 305 is to be widened to five lanes helping the traffic flow in and out of the parking area. The city also plans to put in an additional parking lot in front of the library. There is also a police department and fire station located to the northeast of the library bordering the north of Old Towne.

CHURCHES

There are over 70 churches in Olive Branch, ranging from Baptist to Catholic to non-denominational. The churches closest to the library are the First Baptist Church, Maples Memorial Methodist Church, and the Olive Branch Church of Christ. These are also the three largest denominations located in Olive Branch.

MEDICAL FACILITIES

There are four local healthcare providers that are located in the general area of the library. DeSoto Family Medical Center is located to the south of the library off of Highway 305. Baptist Minor Medical Center is to the north on Highway 305. Parkwood Behavioral Health System is situated to the northwest of the library on the old Goodman Road. As I mentioned before, the DeSoto County Public Health Department is right across the parking lot from the library.

B. History of the library

Olive Branch's first library was established in June of 1950 and was located in the office of a local lumber company. It was later moved into a side room in the Olive Branch Town Hall. On April 2, 1978 a new public library on Cockrum Street (Highway 305 North) was formally dedicated. Named the B.J. Chain Public Library in honor of B.J. Chain who devoted his life to the education of the children of Olive Branch as Principal and Coach at the Olive Branch High School. On May 7, 1995 the size of the building was increased to more than 9,700 square feet. As the City continued to grow, the library was again expanded in 2004 to its present size of 19,00 square feet. It is now the busiest branch of the First Regional Library System.

History of the community

For more than a thousand years, and into the early 1800's, the northern Mississippi area was the domain of the Chickasaw Indians, descendants of the Moundbuilders from prehistoric times.

The first Europeans to visit the area were the Spaniards under Hernando DeSoto when his expedition of pillage carried him through the Olive Branch area in 1541 on his way to discovering the Mississippi River at a point believed to be near the present-day town of Walls.

In the early nineteenth century, after Mississippi became a state, President Andrew Jackson sent a delegation under General Coffee to negotiate a treaty with Chickasaw to relocate them to the Oklahoma Territory. The Treaty of Pontotoc Creek signed in 1832/34 forced the Chickasaw to sell their land east of the Mississippi and opened the area for settlement.

The first settlers in the Olive Branch area were Milton blocker and Stephen Flinn, who purchased 1,280 acres from the Chickasaw Chief, Lush Pun Tubby, on the site that would become the City of Olive Branch.

The new settlement that began to develop was first known as Cowpens because of the pens built alongside the old Pigeon Roost Trail to overnight livestock on their way to markets in Memphis.

In 1842, the town's name was changed to Watson's Crossroads after the Methodist Minister, Sam Watson. It was changed again in 1847 to Olive Branch when the first Post Office was established.

Olive Branch managed to escape the ravages of the Civil War with only several minor skirmishes taken place in the Pleasant Hill area.

In 1874, Olive Branch incorporated and elected its first Mayor, Benjamin Wesson. His home, which he built at the intersection of Mount Pleasant and Pigeon Roost Roads in 1875 is still standing across from the City Hall in Olive Branch. Known as the Wesson House, it is now a Dedicated Mississippi Landmark, one of only three in DeSoto County.

In 1885, the Memphis to Birmingham Railroad was built through Olive Branch, creating a commerce junction and forever setting Olive Branch apart from the other small farming communities in the area.

For the next one-hundred years, Olive Branch's growth was uneventful, not unlike that of most other small Mississippi townships. Her sons and daughters fought and won two world wars. Her citizens endured the great depression and managed to pave her streets, electrify her homes and businesses, build sewer and utility systems, establish schools, police and fire departments, and evolve from being an agrarian agricultural community to become a modern dynamic city poised to take advantage of the tremendous residential growth that

would take place in Olive Branch during the last quarter of the twentieth century.

In the early 1970s, Holiday Inns of America purchased 3,000 acres of land east of the city and built Holiday Industrial Park and Olive Branch Airport, creating an economic center of gravity that would produce a virtually recession-proof economy for the area and become a catalyst for the commercial expansion that is still burgeoning to this day.

From the 1990 census until the 2000 census, Olive Branch's population exploded from 3,540 to over 21,000 making it the fastest growing city in the nation for the decade, with a growth rate of over 600%. The population at the start was estimated to be over 33,000 and continues to grow with no end in sight.

III. Annual Community Events

Old Towne Concert Series
Every Thursday in May & June
Old Towne Association 662-893-0888

Mayfest
Second Saturday in May
Old Towne Association 662-893-0888

4th of July Celebration
July 4

Friends of Olive Branch 662-892-9382

Event: Annual Arbor Day Celebration
 Date: First Thursday of March at Olive Branch Park
 Contact:
 Information: 901-619-0261

Event: Old Tyme Festival
 Date: First Saturday of June at Olive Branch Park
 Contact: DeSoto Sunrise Home
 Information: 662-342-0155

Event: Octoberfest
 Date: First Saturday in October at Olive Branch Park
 Contact: Olive Branch Beautification Commission
 Information: 662-895-5448

Event: Wesson House Christmas Open House
 Date: First Thursday in December
 Contact: Olive Branch Beautification Commission
 Information: 662-892-9382

Event: Christmas in Old Town & Olive Branch
 Christmas Parade
 Date: First Weekend in December
 Contact: Olive Branch Chamber of Commerce
 Information: 662-895-2600

IV. Business Services

A. Three largest employers in your community

Name: Williams-Sonoma
 Address: 7755 Polk Lane
 Phone #: 662-892-5474

Name: Quebecor World
 Address: 8649 Hacks Cross Road
 Phone #: 662-895-4242

Name: Marietta American

Address: 11170 Green Valley
Phone #: 662-895-4500

B. Health

1. Hospitals

Name: Parkwood Behavioral Health System
Address: 8135 Goodman Road
Phone #: 901-521-1400

2. Clinics

Name: Baptist Minor Medical Center
Address: 8990 Germantown Extended
Phone #: 662-893-1160

Name: DeSoto County Health Department
Address: 6569 Highway 305 North
Phone #: 662-895-3090

Name: Olive Branch Family Medical Center
Address: 9075 Sandidge Center Cove
Phone #: 662-890-2235

3. Nursing home / rest homes

Name: Olive Grove Terrace Assisted Living
Address: 9684 Goodman Road
Phone #: 662-895-7609

4. Other health related organizations and services

Name: Carvel Imaging Center
Address: 9085 Sandidge Center Cove
Phone #: 662-893-7000

Name: MidSouth Chiropractic & Therapeutic Massage

Address: 6253 Goodman Road Suite A & B
 Phone #: 662-890-0012

Name: Unity Hospice Care Inc.
 Address: 6810 Crumpler Blvd
 Phone #: 662-893-5662

V.Clubs, Organizations and Neighborhood Associations

A. Youth organizations and centers

Name: Olive Branch Family YMCA
 Address: 8555 Goodman Road
 Phone #: 662-890-YMCA
 Contact Person: Jim Robinson
 Activities/Programs (especially Summer): Summer Day Camp

Name: Olive Branch Parks and Recreation
 Address: 8267 Goodman Road
 Phone #: 662-893-5219
 Contact Person: Will McNeer
 Activities/Programs (especially Summer): Soccer, T-Ball, Football, Cheerleading, Baseball

Name: Boy Scouts Troop #155
 Address: Mineral Wels Methodist Church
 Phone #: 662-895-5833
 Contact Person: Fred Allen

B. Neighborhood Associations

Name: Cypress Creek Plantation Association
 Phone #: 901-255-2893
 Contact Person: Rich Thompson

Name: Olive Ridge Homeowners Association
 Phone #: 662-895-7737
 Contact Person: Claire Draper

Name: Pleasant Ridge Homeowners Association
Phone #: 901-340-9330
Contact Person: Michael Hensly

C. Civic Organizations

Name: Olive Branch Civitan Club
Address: McAlister's Deli
Phone #: 662-342-8583
Contact Person: Cynthia Earhart

Name: Olive Branch Rotary Club
Address: Olive Branch Country Club
Phone #: 662-890-9622
Contact Person: Jim Robinson

Name: Olive Branch Lions Club
Address: Hazel's Restaurant
Phone #: 662-895-2996
Contact Person: Jimmy Woods

D. Clubs – Garden, Country, Hobby

Name: Plantation Golf Club
Address: 9425 Plantation Road
Phone #: 662-895-3530
Contact Person: Mike Herrington

Name: Olive Branch Country Club
Address: 7558 Germantown Road
Phone #: 662-895-6525
Contact Person: Sandra Cawthon

Name: Cherokee Valley Golf Club
Address: 6635 Crumpler Blvd
Phone #: 662-893-4444
Contact Person: Keith Allen

E. Fraternal Organizations

Name: Olive Branch Shrine Club
Address: 9747 Goodman Road
Phone #: 662-895-9919

Name: Oak Grove Masonic Lodge
Address: 9184 Goodman Road
Phone #: 662-895-5136
Contact Person: Bob Marr

Name: Order of the Eastern Star
Address: 9184 Goodman Road
Phone #: 662-895-2418
Contact Person: Robbie Potts

F. Housing associations (n/a)***G. Charitable organizations***

Name: Friends of Olive Branch, Inc.
Phone #: 662-892-9375
Contact Person: Pam Martin

Name: Friends of the B.J. Chain Public Library
Address: 6619 Highway 305 North
Phone #: 662-895-8959
Contact Person: Angel Stafford

Name: Olive Branch Humane Society
Address: 7122 State Line
Phone #: 662-895-5328
Contact Person: Amber Thompson

H. Social agencies

Name: Olive Branch Emergency Food Ministry
Address: 10947 Highway 178

Phone #: 662-895-2913
 Contact Person: Peggy Tapp

Name: Olive Branch Community Thrift Shop
 Address: 10947 Highway 178
 Phone #: 662-895-2913
 Contact Person: Wilma Rose

Name: Catholic Community Outreach
 Address: 9607 Highway 178
 Phone #: 662-893-0255
 Contact Person: Sister Pauline

I. Legal Aid (n/a)

J. Labor unions (n/a)

K. Veteran's organizations (n/a)

L. Cultural Organizations and activities

1. Art Societies/Councils

Name: Olive Branch Arts Council
 Phone #: 662-404-2787
 Contact Person: Dena Richardson

2. Dramatic Groups

Name: Olive Branch Arts Council
 Phone #: 662-404-2787
 Contact Person: Dena Richardson

3. Book clubs/Literary societies

Name: Fourth Monday Morning Book Club
 Address: Library
 Phone #: 662-895-5900
 Contact Person: Barbara Hanks

Name: Fluff & Stuff Book Club
Address: Library
Phone #: 901-268-0331
Contact Person: Angel Stafford

Name: Readers Buffet Book Club
Address: Library
Phone #: 662-895-5237
Contact Person: Kelly Ballard

4. Museums

Name: Olive Branch Museum
Address: 9200 Pigeon Roost
Phone #: 662-892-9200
Contact Person: Bill Cruthiards

5. Symphonies/Opera/Music

Name: DeSoto County Community Band
Address: P.O. Box 783
Phone #: www.scubydawg@bellsouth.net
Contact Person: Sam Miller

6. Dance

Name: DeSoto Ballroom Dance Company
Address: 9121 Pigeon Roost
Phone #: 901-831-1790
Contact Person: Desiree McCain

Name: Karen Stevenson School of Dance
Address: 5940 Goodman Road
Phone #: 662-895-2195
Contact Person: Karen Stevenson

M. Other

Name: Olive Twigs Cultural Group
 Phone #: 662-895-9595
 Contact Person: Gladys Fleming

Name: Golden Branches
 Address: 880 College Street
 Phone #: 662-890-7182
 Contact Person: Missy Powell

Name: Olive Branch Old Towne Association
 Address: P.O. Box 219
 Phone #: 901-517-2396
 Contact Person: Harvey Haraway

VI. Demographics

A. Population

1. Numbers

	2000	2005	2006	% Change 2000/2006	% Change 2000/2005
Desoto County	107,199	137,004	144,706	34.99	27.8
Olive Branch	21,111	27,964	40,655	92.6	32.5

*Source: U.S. Census Bureau. American FactFinder. Population Estimates.

2. Ages

Desoto County: Population – Ages (2005 Estimate)		
Ages	Number	Percent
Under 5 years	9,675	7.1
Ages 5-9	9,957	7.3
Ages 10-14	10,448	7.6
Ages 15-19	9,319	6.8
Ages 20-34	30,807	22.5
Ages 35-54	40,280	29.4
Ages 55-64	13,687	9.9
Persons 65 years and older	12,831	9.4
TOTAL	137,004	100%
** Source: Census Bureau. Estimates 2005		
MEDIAN AGE BY LOCATION: 2006		
Desoto County	34.6	
Olive Branch	34.4	

3. Changes / Trends (n/a)

4. Ethnic makeup

ETHNIC MAKEUP: Desoto County 2005		
Ethnic Makeup	2005	Percentage
White	106,472	77.7
Black	23,332	17
Native American & Alaska Native	421	0.3
Asian	1,261	0.9
Hispanic or Latino	4,512	3.4
Native Hawaiian	106	0.1
Persons of 2 or more races	943	0.7
Source: Census Estimates (American FactFinder)		
Ethnic break-down not available for Hernando, Horn Lake, Olive Branch, or Southaven later than 2000. Data not available for Walls.		

5. Foreign languages spoken (n/a)

6. Education levels

Educational Levels: Desoto County 2006		
	Number	Percentage
Less than 9 th Grade	3,556	3.9
9-12 years (no diploma)	9,137	10
High School Graduates	33,082	33.1
Some College – No degree	23,589	25.9
Associate Degree	6,918	6.9
Bachelor Degree	10,739	11.8
Graduate Degree	3,957	4.4

Educational Levels: Age 25+ Communities 2006 (percentage only)			
Location	Associate Degree	Bachelor's Degree	Graduate Degree
Olive Branch	7.3	17	6.4
2000 are the latest statistics available for High School graduates for the above communities.			
Source: Mississippi Development Authority.			

B. Housing

1. Types of housing in service area

LOCATION	# HOUSEHOLDS	AVG. HOUSEHOLD SIZE	MEDIAN HOUSEHOLD INCOME	MEDIAN HOUSING VALUE
Olive Branch	10,357	2.8	65,019	NA
Source: Mississippi Development Authority				

INCOME LEVEL	2006	PERCENT 2006
0 - \$34,999	13,153	25.5
\$35,000 - \$49,999	8,791	17.1
\$50,000 - \$74,999	12,272	23.8
\$75,000 +	17,267	33.5
TOTAL NUMBER OF HOUSEHOLDS:		
51,483		
PERSONS BY HOUSEHOLD (2004 data only)		
2.75		
MEDIAN HOUSEHOLD INCOME:		
\$57,735		

2. House sales by Zip Code (n/a)
3. Average cost per square foot for new construction (n/a)
4. Average size of housing (n/a)
5. Average number living in a single dwelling

LOCATION	OWNER OCC. UNITS	RENTER OCC. UNITS	VACANT UNITS	TOTAL HOUSING UNITS	NEW CONST. PERMITS
Olive Branch	8,273	2,084	766	11,124	533
Source: Mississippi Development Authority					

C. Economic

- 1. Unemployment rate**
- 2. Average income**
- 3. Percentage of types of jobs**

ECONOMIC: Desoto County		
Per Capita Income: \$29,318 (2004)		
Average Annual Wage: \$27,347 (2005)		
Unemployment Rate: 4.5% (2007)		
Employment by Industry - 2007		
Total Nonagricultural	Manufacturing	Non-Manufacturing
46,310	5,750	40,560
Source: Mississippi Department of Employment Security. February 2007		

D. Zip Code map (n/a)

insert map

VII. Education

A. Public & Private Schools (n/a)

B. Universities & Colleges (n/a)

C. Home School Groups

Name: Olive Branch Christian Home Educators
 Phone #: 662-893-3263
 Webpage: OBCHE@aol.com

Name: OBLIQUEducators
 Webpage: OBLIQUEducators@midsouth.rr.com

D. Child Care Services (n/a)

E. Other Libraries

Name: First Baptist Church of Olive Branch Library
 Address: 9235 Pigeon Roost
 Phone #: 662-895-5481
 Webpage: www.fbcof.org

Name: Olive Branch Chamber of Commerce
 Address: 9123 Pigeon Roost
 Phone #: 662-895-2600
 Webpage: www.olivebranchms.com

VIII. Government**A. Government Offices****1. City****a) City council**

<http://www.firstregional.org/FRLAreaResources.html#Officials>

Name: Aubrey Coleman
 District/Ward: Ward 1
 Address: 8390 New Craft Road
 Phone #: 662-895-5744
 Webpage: acoleman@obms.us

Name: Randy Cowgill
 District/Ward: Ward 2
 Address: 6417 Acree Woods Drive
 Phone #: 662-890-4504
 Webpage: fdxtech@midsouth.rr.com

Name: Joyce Haslip
 District/Ward: Ward 3
 Address: 5875 White Ridge Circle
 Phone #: 662-895-5448
 Webpage: mhaslip@obms.us

Name: Maurice Wallace
District/Ward: Ward 4
Address: 6331 Cockrum
Phone #: 662-895-2602
Webpage: mwallace@obms.us

Name: Stephen Benson
District/Ward: Ward 5
Address: 7620 Tally Ho Drive
Phone #: 662-893-5667
Webpage: sbenson@obms.us

Name: Dale Dickerson
District/Ward: Ward 6
Address: 9170 Lakeside Drive
Phone #: 662-895-2543
Webpage: ddickerson@obms.us

Name: George Collins
District/Ward: Alderman At Large
Address: 9184 College
Phone #: 662-895-3308
Webpage: gcollins@obms.us

b) City districts (n/a)

insert map

c) Fire stations

Name: Fire Station 1
Address: 9189 Pigeon Roost Road
Phone #: 662-895-9611
Webpage: www.obms.us

Name: Fire Station 2
Address: 7745 Craft Road
Phone #: 662-895-9612
Webpage: www.obms.us

Name: Fire Station 3
Address: 7750 Hacks Cross Road
Phone #: 662-895-9613
Webpage: www.obms.us

d) Police stations

Name: Police Headquarters
Address: 9245 Pigeon Roost Road
Phone #: 662-895-4111
Webpage: www.obms.us

2. County

a) Board of Supervisors (n/a)

b) County districts (n/a)

insert map

3. State

a) Senators (n/a)

b) Representatives (n/a)

c) State districts (n/a)

insert map

B. Political party organizations (n/a)

IX. Media

A. Newspapers

Name: DeSoto County Tribune
Address: 8885 Goodman Road
Phone #: 662-895-6220

Webpage: www.dctribune.com

B. Radio stations (n/a)

C. Television stations (n/a)

X.Parks & Recreation

A. Parks

Name: Olive Branch City Park
Address: 8267 Goodman Road
Phone #: 662-893-5219

Name: Southridge Park
Address: Eva Drive & Southbend
Phone #: 662-893-5219

Name: Magnolia Community Park
Address: 10111 Oak Leaf
Phone #: 662-893-5219

B. Recreation center

Name: George M. Harrison Soccer Complex
Address: 8700 Church Road
Phone #: 662-893-5219

Name: Olive Branch Family YMCA
Address: 8555 Goodman Road
Phone #: 662-890-YMCA
Webpage: www.ymcaolivebranch.org

C. Major attractions (n/a)

D. City/County sports leagues

Name: Youth Baseball & Softball

Address: Olive Branch City Park
Phone #: 662-893-5219
Webpage: www.obms.us

Name: Adult Softball
Address: Olive Branch City Park
Phone #: 662-893-5219
Webpage: www.obms.us

Name: Spring Youth Soccer
Address: George Harrison Soccer Complex
Phone #: 662-893-5219
Webpage: www.obms.us

XI. Religious Groups

A. Churches

Name: First Baptist Church of Olive Branch
Address: 9235 Pigeon Roost
Phone #: 662-895-5481
Webpage: www.cpcms.org

Name: Maples Memorial United Methodist Church
Address: 8745 Goodman Road
Phone #: 662-895-2279
Webpage: www.mapleschurch.org

Name: Christ Presbyterian church
Address: 6860 Craft Road
Phone #: 662-895-7035
Webpage: www.cpcms.org

B. Synagogues (n/a)

C. Mosques (n/a)

XII. Transportation

A. Buses (n/a)

B. Taxis (n/a)

C. Airports

Name:	Olive Branch Airport
Address:	8000 Terminal Drive
Phone #:	662-895-2978